

JOHN WANAMAKER.

Messrs. George P. Rowell & Co., advertising agents, of New York, have published a large and beautiful octavo volume entitled "The Men Who Advertise," from which we select the following concerning one of the most enterprising and successful of Philadelphia merchants.

Though so well known and so extensively patronized, John Wanamaker, one of the leading clothiers of Philadelphia, is yet a young man and has a very juvenile appearance. This impression has been the work of the past ten years—hard work at times, but never carried on in any other than a go-ahead spirit, an unflagging energy, and an indomitable will. He began his business career in a rather small way, in company with Nathan Brown, and the firm was known as Brown, Wanamaker & Co. He became so familiar to the people all over the country as Franklin's maxima or George Francis Train's old sayings. Like all other beginners who start in a trade that is as old as civilization and open to every man, the new firm had to encounter the opposition of experienced clothiers, and of a host that had but a short start of them, yet this did not in any manner dampen the ardor of John Wanamaker, who is the acknowledged head of the concern. He early saw that to sit the customer in a measure in hand, and wait for customers of an inquiring mind to pick out from the many by which it was encompassed, merely by having two or three well-dressed dummies at the door or a half dozen coats and as many pairs of pants swinging and fluttering in the breeze along the store front, was not exactly the way to carry on business in these latter days, and he resolved to make himself and his establishment known through the medium of newspapers, as the very best way of securing public patronage, and in a comparatively short space of time he had succeeded in turning the eyes and feet of a large number of people towards his mart of fashion. Few of our citizens have more than a faint idea of the large amount of money expended by some tradesmen in advertising their goods. They see an advertisement in a newspaper which they occasionally meet with, long or short, as the case may be, and that is all. If they had the privilege of inspecting the daily exchange of a first-class newspaper, through many of which the same or similar business notices are to be found, they might wonder how such expenditures, distinct from current in-door ones, could be so liberally made. The seeming doubt would be resolved if Mr. Wanamaker should open his books and show the extent of his sales, the results of his advertising, and the profits he realizes therefrom. In every business in which the profits are small or moderate, there must be large sales to warrant such expenditures, and the same are not likely to be so without liberal advertising. Suppose they can be increased from five thousand to ten thousand dollars per week, at ten per cent. profit to the dealer above expenses, there would be an addition of five hundred dollars every six working days, and in the same ratio his increase can be multiplied by adding to the number of customers. If ten per cent. additional will pay the whole cost of carrying on the trade, the advertising may be profitably enlarged in the proportion that the addition to the receipts justifies it. From this it may be seen at a glance exactly how the tradesman who has given the subject the thought it deserves, can and should profitably employ the unscrupulous people who plough in the same easy-going way their fathers did before them, never going out of the beaten track.

Much less than a hundred years ago, in the days of slow coaches and very slow people, when business men were content with few sales and small profits, it made little difference whether a tradesman advertised his goods or not. But the whole course of trade and the change of things, and now it is indispensable that he should keep up with the progressive spirit of the times, and he is certain to succeed best who in business tact, and the liberal expenditure of money, leads rather than follows in the race. It is doubtful if any retail clothier in the United States caters so much money among newspaper people as John Wanamaker. A new establishment recently opened by him on Chestnut street, one of the most extensive on that fashionable thoroughfare, is being brought into notice by the same means that the Market street house was made known. It is advertised as containing clothing plain and costly, cut artistically, warranted to fit, and superior in all respects. It has connected with it a juvenile department, his complete in all its arrangements as the best custom of the trade, and ample facilities for dressing little people not often met with. Thus much of John Wanamaker as a clothier. Outside of his business he has been a member of the Young Men's Christian Association, and being a ready speaker and a man of few words and small profits, and he is now one of the foremost of that organization. Four or five years ago, in company with others of his own spirit, he set about the collection of funds for the building of a chapel and Sunday-school, on a large scale, in a part of the city not well provided with either. It was a gigantic undertaking, conceived in a spirit of Christian benevolence, and requiring efforts of an ordinary kind to carry it out. That the work was accomplished according to the design, and that the chapel stands as a monument of what may be done by well-directed effort, are facts beyond dispute. He is the subject of our sketch is not one of those who would hide his light under a bushel or do a good act without caring to let it be known. His name is cut in enduring granite on the front of one of the foundations which stand near Independence Hall, with "presented by" as a prefix, while the lady who subscribed skillfully to erect the other had too much modesty to let the wayfarer know she was there. Her good draught of water to whose liberality he is indebted for it. But the irrepressible John was only following out a work he had begun some time before. He had carried the universal "Wanamaker & Brown" to be chiselled on the street crossings, painted on rocks, and mounted on house-tops. That they have not been washed again in this city, those who have not seen it should do so at once.

MUSICAL AND DRAMATIC.

THE CITY AMUSEMENTS. AT THE CHESTNUT a variety of entertainment will be given this evening. A matinee to-morrow. AT THE WALNUT the drama of "The City" will be represented this evening. A matinee to-morrow. AT THE ARCH Mr. Joseph K. Emmett will have a farowell benefit this evening, when he will appear as "Fido." AT THE ELEVENTH STREET OPERA HOUSE a variety of attractions will be offered this evening. THE PANORAMA OF "THE PILGRIM" will close at Concert Hall to-morrow evening, and as it will never be exhibited again in this city, those who have not seen it should do so at once.

CITY ITEMS.

ALL PRICES GUARANTEED LOWER THAN THE LOWEST elsewhere. For satisfaction guaranteed every purchaser in all respects, or the goods fully exchanged, or money refunded if preferred. READY-MADE CLOTHING Philadelphia for sale, made and fit, durability and general excellence. HALF-WAY BETWEEN TOWNE HALL, FIFTH AND SIXTH STREETS. 518 MARKET STREET.

CURTAIN MATERIALS AND DECORATIONS from the Union League reception, to be sold at nearly half price. W. H. GARRETT & SONS, No. 725 Chestnut street (in the Carpet Store).

MUTUAL LIFE INSURANCE COMPANY OF NEW YORK.—The following correspondence shows the ability and integrity with which this company is managed.—BOSTON, Mass., May 15, 1870. To George W. Miller, Insurance Superintendent of the State of New York.—J. W. McCallum represents that he was appointed by the Legislature of New York to examine the affairs of the Mutual Life Insurance Company of New York, and that he has made many charges against the officers of that company, all of which have been sustained by you. Is this true? Have the officers or any of them, committed any wrong or breach of trust? What is the result of your examination? A public meeting of policy-holders is called to meet here Thursday, which McCallum proposes to address. In your opinion, after the investigation you have made, is there anything in the conduct of the officers of the Company which should forfeit the confidence of the policy-holders in them? Answer by telegram, and also by to-day's mail.

THE SUDDEN CHANGES OF TEMPERATURE, together with the searching winds which are now so common, are causing severe Colds to prevail everywhere, and laying the foundations for many cases of Inflammation of the Lungs, Pleurisy, Asthma, and other Lung Disorders. Prudent people should now take especial precautions to avoid unnecessary exposure, and if unfortunate enough to contract Colds, would do well to resort at once to Dr. Jayne's Expecto-rant, a safe and reliable remedy, which will not only promptly cure Coughs and Colds, but will relieve and strengthen the Pulmonary and Bronchial organs, and remove all dangerous symptoms. Sold everywhere.

DRY FEET.—The most effectual way of guarding one's health is to keep the feet dry, and that can only be done by the use of India Rubber Overboots, and as the inclement season is upon us, we would advise our readers to buy none but the best quality, which can only be had at GOODYEAR'S Headquarters, No. 308 Chestnut street, south side, Philadelphia.

CUSTOMER CLOTHING.—EVERY GARMENT AN ADVERTISEMENT. EVERY SUIT A CARD. In favor of CHARLES STOKES, No. 524 Chestnut street.

CUSTOMER CLOTHING.—OUT AND MADE IN STYLE UNRIVALLED BY ANY OTHER FIRST-CLASS HOUSE IN AMERICA. PRICES AS LOW AS ELSEWHERE AT CHARLES STOKES', No. 524 Chestnut street.

THE COMPOUND OXYGEN TREATMENT.—Doctor Starkey is making some surprising cures with his pleasant and highly effective Compound Oxygen Treatment. Invalids should call at the Doctor's office, No. 1116 Girard street, and obtain an interesting treatise explaining fully the treatment, which can be had gratuitously.

FOX'S OLEUM AND DIARRHOEA MIXTURE.—This splendid preparation, compounded by Mr. Peter F. Fox, Druggist, twenty-third and Spruce streets, is fast superseding all other cramp and diarrhoea cures in the market. It acts surely but pleasantly, and is warranted by the proprietor to cure, or no pay. A single trial will prove its superiority.

RUBBER OVERSHOES AND BOOTS for Men, Women, and Children, can be had at retail at the very lowest prices, GOODYEAR'S manufacture, old stand, No. 308 Chestnut street, lower side.

A NEW ONE AND TWO DOLLAR STORE.—Just opened at No. 1109 Chestnut street, corner of Eleventh, where may be found a large assortment of goods fresh from Europe, at great bargains.

SINGER'S FAMILY SEWING MACHINES, Ten dollars cash. Balance in monthly installments. O. F. DAVIS, No. 810 Chestnut street.

GENERAL ASSEMBLY.—ALL GOOD PEOPLE UNITED ON THIS POINT—THAT WANAMAKER & BROWN'S GREAT OAK HALL IS THE BEST PLACE IN PHILADELPHIA FOR BUYING FINE READY-MADE CLOTHING AT LOW PRICES.

Strangers in the city particularly invited to visit (whether desiring to purchase or not) the LARGEST CLOTHING HOUSE IN AMERICA.

MARRIED.—MCBRIDE—POLK.—On March 10, 1870, by Rev. W. C. POLK, Mr. ROBERT B. MCBRIDE to Miss MARY E. POLK.

WALSH—O'CONNOR.—On May 19, 1870, at St. Francis Xavier's Church, by the Rev. James Maguin, Mr. DANIEL J. WALSH to Miss MARY O'CONNOR, both of this city.

DIED.—ALLDERIDGE.—On the 19th instant, JAMES ALLDERIDGE, in the 44th year of his age. His relatives and male friends are invited to attend the funeral, from his late residence, No. 322 S. Tenth street, on Monday afternoon, the 23d instant, at 8 o'clock. Interment at Laurel Hill.

MCADAM.—On the 19th instant, JOSEPH HENRY, son of Daily and Ellen McAdams, aged 19 years 7 months and 5 days. The relatives and friends of the family are respectfully invited to attend the funeral, from the residence of his parents, No. 629 Spring Garden street, on Monday morning at 8 1/2 o'clock.

MULLIGAN.—On the 19th instant, ANN MULLIGAN, in the 26th year of her age. The relatives and friends of the family are respectfully invited to attend the funeral, from the residence of her brother-in-law, Mr. James Keegan, No. 1311 Walnut street, below Wharton, on Sunday at 11 o'clock.

SHERKED.—On the 19th instant, SUSAN W., wife of Henry D. Sherked. Due notice will be given of the funeral.

YOUNG.—On the 17th instant, Mrs. ANNA ELIZABETH YOUNG, wife of Mr. Jacob Young, in the 56th year of her age. The relatives and friends of the family, also Keystones Temple, No. 6, Massonic Tie, and Mount Vernon Lodge, No. 7, Daughters of Liberty, and Excelsior Lodge, No. 5, Ladies of Pythias, are respectfully invited to attend the funeral, from her husband's residence, No. 528 Diamond street, below Germantown avenue, on Sunday afternoon at 3 o'clock, without further notice. To proceed to Old Folks Cemetery.

CLOTHING. JONES' ONE-PRICE CLOTHING HOUSE, No. 604 MARKET Street. OUR GARMENTS ARE WELL MADE. OUR CUTTERS ARE MEN OF TALENT. BUT ONE PRICE IS ASKED. SATISFACTION GUARANTEED EVERY PURCHASER. GEO. W. NIEMANN, FURNITURE.

YOU! WILL NOT FIND THE Bottom of Prices IN FURNITURE AND THE GREATEST VARIETY OF STYLES UNTIL YOU HAVE VISITED THE GREAT FURNITURE Emporium OF RICHMOND & CO., No. 45 SOUTH SECOND STREET, (East Side), PHILADELPHIA. REAL ESTATE AT AUCTION. PUBLIC SALE ON THE PREMISES. THOMAS & SONS, Auctioneers. VERY ELEGANT COUNTRY SEAT. MANSION, GARDENERS HOUSE, STABLE, AND COACH HOUSE. KNOWN AS "MALVERN," 8 1/2 ACRES, BUSTLETON, TWENTY-THIRD WARD. Five minutes walk from the Depot of Holmesburg and Bustleton Railroad, 10 miles from the city. RESIDENCE OF J. T. WAY, ESQ. On SATURDAY, May 28, 1870, At 4 o'clock P. M. Will be sold at Public Sale on the Premises, All that elegant country seat known as "Malvern," formerly the country residence of John Farnum, Esq., Bustleton, Twenty-third ward. The improvements are a large stone mansion, with all the modern conveniences, gardener's house, stable, coach-house, and ice-house; large graperies under glass, yielding an average of 1000 pounds annually of foreign grapes, white and black of the best varieties, Hamburg, Muscat, etc. The grounds are laid in English style, shaded with fine old trees, large and beautiful evergreens, and ornamented with hedges, flower beds, and shrubbery. Nature and art combined have rendered it a spot of rare beauty. Large vegetable garden, asparagus bed, an abundance of fruit of all descriptions, large and small, and excellent water. Convenient to stores, schools, and churches. The grounds of the Episcopal Church adjoin the property. The situation is high and healthy, commanding an extensive view of the surrounding country. Immediate possession. Terms, half cash. Persons desiring to view the property will take the 1 o'clock train from Kensington Depot for Bustleton. A person will be in attendance daily to show the premises. M. THOMAS & SONS, Auctioneers, 513 9th Nos. 139 and 141 S. FOURTH Street.

FOR SALE, RENT OR EXCHANGE.—The very elegant country seat situated in the York and county line adjoining City Line Station, N. Y. R. R., built by Thomas Mott and lately owned by Joseph F. Paul. This property was built with regard to cost, and is too well known to need further description. For particulars apply to the proprietor, "Ledger" Building, 519 9th.

GERMANTOWN—FOR SALE, A Modern Villa, 14 rooms. Near Depot. Terms easy. CHARLES H. STOKES, No. 629 MAIN Street, Germantown.

TO RENT, FURNISHED—A DESIRABLE MEDIUM-SIZED HOUSE; central location; modern conveniences. Address "W. H. C.," Box 1609 Philadelphia Post Office. 521 rp.

TO LET—THE STORE PROPERTY NO. 722 CHESTNUT STREET, twenty-five feet front, one hundred and forty-five feet deep to Bennett street. Back buildings five stories high. Possession May 1, 1870. Ad dress THOMAS S. FLETCHER, Delancro, N. E. ST.

STORE TO LET.—ON THE FIRST FLOOR of the Store Property, No. 37 S. SECOND Street, 25 feet by 100. The upper rooms, 25 by 50, could be altered to allow a private entrance from Second street, and by subdividing would materially reduce the rent. Address COMMERCIAL ROOMS, PHILADELPHIA, R. O'KIE, 541st.

GERMANTOWN—A FURNISHED COTTAGE to rent for six months. Within five minutes of depot. CHARLES H. STOKES, No. 629 MAIN Street, Germantown.

GERMANTOWN—SEVERAL COTTAGES to rent for sale. Address CHARLES H. STOKES, No. 629 MAIN Street, Germantown.

REAL ESTATE AGENT. DANIEL M. FOX & SON, Conveyancers and Real Estate Agents, No. 540 N. FIFTH ST., Philadelphia. Principal Agency for Cottages and Lots at CAPE MAY and ATLANTIC CITY. 414 1/2 9th.

FRED. SYLVESTER, REAL ESTATE BROKER, No. 208 South FOURTH Street, PHILADELPHIA. HATS AND CAPS. WARBURTON'S IMPROVED VENTILATED and cap-fitting Dress Hats (patented) in all the improved fashions of the season. CHESTNUT street next door to the Post Office. 11 1/2 9th.

NEW PUBLICATIONS. JUNE MAGAZINES. THE ATLANTIC MONTHLY. CONTENTS:—Joseph and his Friend, by Bayard Taylor; Drives from a French Farm, by P. G. Hamerton; William Hazlitt, by H. T. Tuckerman; In June, by Nora Perry; French and English Illustrated Magazines, by Eugene Benson; Song; Old-time Fables, I. The Ghost in the Mill, by Harriet Beecher Stowe; Let us be Cheerful, by Mrs. E. Lynn Linton; Master Treadwell, by J. E. Babson; An Idler's Idyl, by Hiram Rich; The Correspondence of Napoleon Bonaparte, by James Parton; The English Government at the Seneca Court, III; The Logic of Marriage and Murder, by Henry James; Reviews and Literary Notices, by John Fiske, Henry James, T. W. Higginson, J. J. Platt, and W. D. Howells.

OUR YOUNG FOLKS. CONTENTS:—We Girls; a Home Story, VI, by Mrs. A. D. Whitney; Song of Queen Summer's Herald, by Helen L. Bostwick; Reasons why the Cow Turned Her Head Away, by Mrs. A. M. Diaz; Trotty's Composition, a Postscript to the "Trotty Book," by Elizabeth Smart Phelps; Little Sorrows, by Marion Douglas; Brave Boys, by Major Traversee; How Edgar Left Home, by J. T. Trowbridge; Bertha's Pioneering, by Helen C. Weeks; Our Menagerie.—Anti, by T. W. Higginson; In Business for Himself, by Mary B. Harris; Mending the Nets, by Lily Nelson; If Wishes were Horses, by Ruth Chesterfield; A Lily's Word, by Lucy Larcom; The Evening Lamp; Our Letter Box.

For sale by all Booksellers and Newsdealers. FIELDS, OSGOOD & CO., Publishers, Boston. Subscription Agent for Philadelphia, W. B. ZIEBER, 11 No. 106 S. THIRD Street.

DRY GOODS. JOHN W. THOMAS, Nos. 405 and 407 North SECOND St., OFFERS HIS ENTIRE STOCK OF Silks, Poplins, Grenadines, Hernanies, And every variety of Seasonable Dress Goods AT PRICES WHICH WILL Defy Competition. ENTIRE STOCK BOUGHT FOR CASH. 3 30 5mrr

CARRIAGES. BREWSTER & CO., OF BROOME STREET; WAREROOMS, FIFTH AVENUE, CORNER OF FOURTEENTH STREET, NEW YORK. ELEGANT CARRIAGES.

In all the Fashionable Varieties EXCLUSIVELY OF OUR OWN MANUFACTURE AND IN ALL RESPECTS EQUAL TO THOSE BUILT TO THE ORDER OF OUR MOST VALUED CUSTOMERS. CORRESPONDENCE SOLICITED. 4 6 wfm00

SAFE DEPOSIT COMPANIES. SECURITY FROM LOSS BY BURGLARY, ROBBERY, FIRE, OR ACCIDENT. The Fidelity Insurance, Trust, and Safe Deposit Company, OF PHILADELPHIA. IN THEIR New Marble Fire-proof Building, Nos. 329-331 CHESTNUT Street. Capital subscribed, \$1,000,000; paid, \$550,000.

COUPON BONDS, STOCKS, SECURITIES, FAMILY PLATE, COIN, DRESSES, AND VALUABLES of every description received for safe-keeping, under guarantee, at very moderate rates. The Company also rent SAFES INSIDE THEIR BURGLAR-PROOF VAULTS, at prices varying from \$15 to \$75 a year, according to size. An extra site for Corporations and Banks. Rooms and desks adjoining vaults provided for Safe Renters.

DEPOSITS OF MONEY RECEIVED ON INTEREST, at three per cent, payable by check, without notice, and at four per cent, payable by check, on ten days' notice. TRAVELLERS' LETTERS OF CREDIT furnished, available in all parts of Europe. INCOME COLLECTED and remitted for one per cent. The Company act as EXECUTORS, ADMINISTRATORS, and GUARDIANS, and RECEIVE and EXECUTE TRUSTS of every description, from the Courts, Corporations, and Individuals.

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GLASS. 205 BENJAMIN H. SHOEMAKER, FOREIGN WINDOW GLASS, AMERICAN WINDOW GLASS, Sole Agent for the sale of FRENCH LOOKING-GLASS PLATES, FRENCH PLATE GLASS COMPANIES. Having been appointed Sole Agent in Philadelphia for the sale of the products of the FRENCH PLATE GLASS COMPANIES, I would draw the attention of purchasers to the very superior quality of Glass made by them. It is whiter and more highly polished than any other glass in the world, and worth twenty per cent. more for building purposes. For sale, with every other variety of GLASS, Ornaments, Colored, Cut, Embossed, and Plain, by BENJ. H. SHOEMAKER, No. 205, 207, 209, 211 ABOVE BARK. (18 1/2 m)

HOTELS. COLONNADE HOTEL. FIFTEENTH AND CHESTNUT STS. ENTIRELY NEW AND HANDSOMELY FURNISHED in accordance with permanent and transient guests.

SEMI-ANNUAL SALE. HOMER, COLLADAY & CO.'S STOCK OF SPRING DRESS GOODS MUST BE SOLD OUT BY THE FIRST OF JUNE, Including their immense stock from the Wholesale Department, which have all BEEN MARKED DOWN TO EXTREMELY LOW FIGURES FOR THIS SPECIAL SALE which commenced On MONDAY, MAY 9,

And contains the most attractive BARGAINS in all the new styles and fabrics imported this season for their particular trade, and suitable for every variety of costume, and will be sold at prices ranging from 20 Cents Per Yard and Upwards.

Grand Opening of Suits AT VERY LOW PRICES. HOMER, COLLADAY & CO. Will commence the sale of their large and Magnificent Stock of SUITS OF ALL STYLES AND MATERIALS

Very Great Reduction in Prices. Nos. 1412 and 1414 CHESTNUT STREET, ABOVE BROAD. UPHOLSTERY GOODS, ETC. THE FINE ARTS.

NOBLIT, BROWN, NOBLIT & CO., Nos. 222 and 218 S. SECOND Street PHILADELPHIA. Importers, Manufacturers and sales Upholstery Goods, Car Trimmings, Cabinet Makers' and Undertakers' Findings. Swiss and Nottingham Curtains, Hair Seating, Curled Hair Bedding ETC. ETC. Wholesale and Retail.

CENT'S FURNISHING GOODS. FINE DRESS, IMPROVED SHOULDER-SEAM PATTERN SHIRTS, MADE BY R. EAYRE, ONLY. 58 N. SIXTH St., below Arch.

C. F. HASELTINE'S GALLERIES, No. 1125 CHESTNUT STREET. LOOKING-GLASSES, PICTURE FRAMES, CHROMOS, PHOTOGRAPHS, ARTISTS' MATERIALS, ETC. ETC. A large invoice of Autotypes and Swiss Panoramas just received. 11 10 rp

LOOKING-GLASSES, Every Novelty in style, at very low prices. ENGRAVINGS, CHROMOS, ETC. ETC. PICTURE FRAMES, a prominent Department, with revised very low prices. RUSTY FRAMES, EMBELS, PORCELAINS, ROGERS' GROUPS, Sole Agency. GALLERY OF PAINTINGS, free to the public. JAMES S. EARLE & SONS, No. 816 CHESTNUT STREET, PHILADELPHIA. ONE DOLLAR GOODS FOR 95 CENTS! (18 1/2 m) DIAGON'S, No. 21 S. EIGHTH Street